

Pengaruh Service Quality, Perceive Value, Satisfaction, Dan Trust Terhadap Loyalty Pada Bengkel AHASS Astra Kudus

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ABSTRAK

Penelitian ini mempunyai tujuan untuk menganalisa loyalitas pelanggan pada AHASS Astra Kudus. Penelitian ini menganalisis hubungan antara kualitas pelayanan, persepsi nilai, kepuasan pelanggan, kepercayaan pelanggan dan loyalitas pelanggan. Populasi yang digunakan dalam penelitian ini adalah seluruh pelanggan yang menggunakan jasa bengkel AHASS Astra Kudus. Peneliti menggunakan 200 responden dengan teknik purposive sampling dimana memiliki kriteria responden minimal melakukan 2 kali service. Penelitian ini membuktikan bahwa kualitas pelayanan dan persepsi nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap kepercayaan pelanggan serta kepercayaan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Jadi, kepuasan pelanggan bisa menjadi variabel mediasi antara service pelayanan dan persepsi nilai terhadap loyalitas pelanggan, kemudian kepuasan pelanggan juga dapat sebagai variabel mediasi antara kualitas pelayanan dan persepsi nilai terhadap kepercayaan. Selain itu, kepercayaan juga dapat sebagai variabel mediasi antara kepuasan pelanggan terhadap loyalitas pelanggan

Kata Kunci : Kualitas pelayanan, persepsi nilai, kepuasan pelanggan, kepercayaan pelanggan, loyalitas pelanggan

The Influence of Service Quality, Perceive Value, Satisfaction and Trust on Loyalty in the AHASS Astra Workshop Kudus

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ABSTRACT

This research is to analyze customer loyalty in AHASS Astra Kudus. It is also analyze the relationship among service quality, perceived value, customer satisfaction, customer trust and customer loyalty. The populations of this research are all customer who have used the service of AHASS Astra in Kudus. The researcher uses purposive sampling by distributing questionnaires to 200 respondents from all customers with the criteria at least two times service. The results show that service quality and perceive value have a positive and significant influence on customer satisfaction and customer satisfaction has a positive and significant influence on customer trust and customer loyalty, and then customer trust has a positive and significant influence on customer loyalty. Thus, customer satisfaction could be an intervening variable between service quality and perceive value on customer loyalty. It also serves as an intervening variable between service quality and perceive value on customer trust. In addition, the research shows that customer trust could be an intervening variable between customer satisfaction and customer loyalty

Keyword : Service Quality, perceived value, customer satisfaction, customer trust, customer loyalty